

## A STUDY ON CONSUMER AWARENESS TOWARDS MODERNIZED TRADITIONAL FOOD PRODUCTS

(WITH SPECIAL REFERENCES TO COIMBATORE CITY)

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### ABSTRACT

*Consumer Awareness is an act of making sure the buyer or consumer is aware of the information about the products, goods, services, and consumers' rights. Consumer awareness is important so that buyer can take the right decision and make the right choice. Consumers have the right to information, right to choose, right to safety. The present paper highlights the study of consumer awareness regarding modernized traditional food products among the consumers. The most dramatic change is the change in consumer demographics and demand preferences. Hence, an attempt has been made to analyze the knowledge about the modernized food products. The sample size contains 120 respondents. The respondents were selected by employing the proportionate random sampling method. Data were collected by employing well-structured and standardized interview schedule. Further efforts have also been made to analyses based on age, gender, family type and marital status of the respondents.*

**KEYWORDS:** Consumer Awareness, Demographic & Modernized Traditional Food Products

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### I. INTRODUCTION

Food is any substance consumed to provide nutritional support for an organism. It is usually of plant or animal origin, and contains essential nutrients, such as carbohydrates, fats, proteins, vitamins, or minerals. The substance is ingested by an organism and assimilated by the organism's cells to provide energy, maintain life, or stimulate growth. Traditional Foods are foods consumed in the way our ancestors ate them. The basis of traditional foods is that the food you consume be as nutrient dense and nourishing as possible. Traditional Foods (TF) goes beyond just avoiding packaged and processed foods. It is about choosing the best food options available for your budget, individual chemistry & location and consuming it in a way that allows your body to extract the maximum nutrition from that item. Nourishment assorted variety in India is a certain normal for India's diversified culture consisting of various areas and states inside. Customarily, Indians like to have home-cooked dinners – an idea bolstered religiously and in addition exclusively.

The lifestyles of the societies in India have dramatically changed as a result of modernisation, including their food consumption habits. The increasing popularity of fast food in the busy modern era has overshadowed the popularity of traditional food. However, some of the traditional foods still have a high demand today. This situation encourages traditional food industries to innovate to meet consumer needs. There comes modernization of

traditional food in ready to eat or instant state.

### Modernized Traditional Food

Foods which are modernized form of traditional food. It may be ready to eat or ready mix. It contains ingredients which are nutrient rich. It will restore the originality and will be in an improved version with the help of technological improvement.

This study was mainly to analyse the awareness of the consumers towards modernized traditional foods. Nowadays people were found to get lot of health disorders due to the consumption of fast foods like pizza, burger, sandwich etc., So, consumers shift to consume traditional food like cereals, pulses, organic food and other nutritive food. Modernized traditional food make them to cook any time with less labor, time and energy. In order to analyse the habit of consuming modernized traditional food, more strategies should be carried out.

### OBJECTIVES OF THE STUDY

The objective of the study is to study the awareness about traditional food products among the consumers in Coimbatore City

### Scope of the Study

“Nothing is stable except change” in the modern days, life is changing fast time is very valuable to every person. Instant food products play a vital role in every human in his day –to-day life. The present study gives an insight into important factors creating awareness and perception towards the product. It is based on a questionnaire method confined to only the users of Modernized traditional food products. The study has been restricted to be following selected popular instant food product:

**Table**

Idly and Dosa mix	Thuthuvalairasampodi	Siruthaniya mixer
SivappuKauniPuttumavu	Kollusapadupodi	Lemon pickle
Samaidosa ready mix	Ellu idly podi	Mango pickle
Kuthiraivaliadaidosa mix	Kothamallisapadupodi	Pirandaiurugaitthokku
Cholapaniyaram mix	Pirandaisapadupodi	Thakkalithokku
Uluthankanji ready mix	Curry leaves sapadupodi	Puliyodharaithokku
Siruthaniya idly podi	Health mix	
Navadhanyaparuppu mix	Millet murukku	

### II. STATEMENT OF THE PROBLEM

Most of the women are employed and they want to save time in cooking and yet maintain natural taste. In this modern era, readily available food products play a vital role in satisfying this attitude of modern women advantage of ready-made or instant food products is that they have changed the life style of urban population and also rural people with the help of mass communication and advertisement. Apart from a large number of products, selection of the product plays a major role. This study highlights the awareness of the consumers towards the modernized traditional food products.

### Limitation of the Study

Data collection period is 6 months. This study was based on primary data collected from sample consumers by the questionnaire survey method. As the sample size is 120 only and drawn from a single town the findings cannot be

generalized. The products taken for the research were 22 products. Differences may exist among the consumers with regard to demographic and psychographics characteristics. Hence, the findings of the study may be considered appropriate for the situations similar to study area and extra care should be taken while generalizing the results.

## REVIEW OF LITERATURE

**Trichopoulou, et al., (2006)** The criteria require (a) the utilization of traditional raw materials that have been utilized in the past in recognizable topographical sources are still today being utilized, (b) traditional formulation or fixings that have been transmitted from age to age, and (c) traditional way of creation or potentially preparing that has been transmitted from age to age through an oral custom or by different methods is as yet connected today

**Trichopoulou et al., (2007) and Hersleth and Mat (2010)** defined traditional foods as any food frequently consumed or associated with specific celebration and/or seasons, transmitted from one generation to another and made in a specific way according to gastronomic heritage. In addition, they are foods with their recipe, ingredients and mode of preparation or processing known to a particular group of people for a very long time

**Foskett et al., (2002)** ordered the components in five classes, as indicated by their significance, as: (1) nourishment and drink, (2) serving, (3) cleaning-cleanliness, (4) esteem and (5) surrounding.

**Peri (2006)** outcomes indicated that the nature of items is a fundamental condition to fulfill individuals' needs and desires. In the event that this condition isn't satisfied, these providing food places won't qualify as per youthful purchasers' desire. The nature of the items was estimated utilizing diverse properties.

**Slimani et al. (2002)** reported that Traditional foods are an expression of culture, history and lifestyle. Despite the fact that we are living in a world of globalization, different dietary patterns between countries do exist.

**DwiLarasatieNurFibriet al., (2019)** focused on consumer responses to product perception based on written descriptions and images of the foods. The results show that the traditional versions of the selected foods were more liked. Consumers have the same general perspective of traditional and modern food. Consumers have different attitudes towards traditional foods, regardless of their demographic background (i.e., age, marital status, level of education, and number of family members). It also provides additional information regarding consumers' potential interest in traditional products. Therefore, it can provide a direction for product developers in developing modernised traditional food.

**Damian Laryea et.al., (2016)** stated that there was no linear relationship existing between respondent's knowledge, attitude and consumption of traditional foods. Other factors such as convenience, economic status of the respondents and safety of traditional foods may be contributory factors to the low patronage, resulting in low consumption of traditional foods.

**Vanhonacker et al. (2013)** stated that modernised versions of traditional foods are presented as an innovation in one or more of the following factors: quality, nutrition, convenience, marketing, new flavours or varieties, market innovation, and packaging.

**Guerrero et al., (2009); Vanhonacker et al., (2013)** stated that innovation in traditional food needs to be performed carefully, particularly regarding the intrinsic characteristics of the product

## RESEARCH METHODOLOGY

The present study has incorporated the collection of both primary and secondary data for an in-depth investigation. All the relevant information, data and opinion are collected directly and indirectly. A questionnaire was prepared to test the attitude of 120 consumers towards modernized traditional food products with various demographic variables. Sampling method has been used to collect the data on the basis of Likert scale. Percentage analysis have been used to study the characteristics of the responds like age, sex, education, occupation and consumer awareness of food products.

## III. FINDINGS AND DISCUSSION

### Gender of Sample Respondents

The Gender particulars of sample respondents were analyzed and mentioned below table. It could be inferred from the table 1 that, Majority 58.3% of the sample respondents were female and rest were male. It shows that most of the female in the family have more health conscious and aware about modernized traditional food products.

### Age of the Sample Respondent

The sample respondent's age was classified into four categories, the class interval was considered viz., 18-25 years, 25-35 years, 36-40 years, and more than 45 years were categories in the table 2. From this table 2. It could be clearly understood that majority of the consumers are young and middle age consumers between the age groups 18-25 years. It shows that young people were much aware about modernized traditional foods

### Marital Status of Sample Respondents

Marital status particulars of sample respondents were analyzed and mentioned below table. It could be inferred from the table 1 that, Majority 68.3% of the sample respondents were unmarried and rest were married. It shows that most of the unmarried consumers who were in lack of homemade food and concern about health will prefer modernized traditional food.

### Family Type of Sample Respondents

Family type of sample respondents was analyzed and it was mentioned in the table below. It could be inferred from the table 1 that, Majority 68.3% of the sample respondents were from Joint family and rest were from nuclear family. It shows that most of the consumers were consuming the traditional food products in modernized way and people who concern about health will prefer modernized traditional food than fast foods.

### Period of Purchase by the Respondents

The period of purchasing the modernized traditional products by the sample respondents was collected and analyzed. The analyzed data are tabulated in the table 6. It could be clearly understood that majority of the consumers are consuming the modernized traditional food products less than 1 year since they may be recently aware of the products or they may be turned on concern about their health recently.

### Frequency of Consumption of Modernized Traditional Food Products

The frequency of consumption of modernized traditional food products by the sample respondents were collected and analyzed. The analyzed data are tabulated in the table. It could be inferred from the table 1 that, Majority 31.7% of the

sample respondents consumes modernized traditional food products occasionally followed by weekly consumption. It shows that most of the consumers were from joint family who usually goes with homemade food and they concern about health which leads to prefer modernized traditional food.

### **Source of Consumption of Modernized Traditional Food Products**

The source of consumption of modernized traditional food products by the sample respondents were collected and analyzed. The analyzed data are tabulated in the table. It could be inferred from the table 1 that, Majority 68.3% of the sample respondents consumes homemade and rest prefer readymade followed by restaurant. It shows that most of the consumers were in consuming the traditional food products prepared in home in modernized way and nowadays restaurants also involved in preparing modernized traditional foods.

### **Brand Specific towards Modernized Traditional Food Products**

The brand specification of sample respondents towards modernized traditional food products was analyzed and mentioned below table. It could be inferred from the table 1 that, Majority 65% of the sample respondents were not brand specific and rest were brand specific. It shows that most of the respondents consumes both local and popular brands and rest prefer only popular brands.

**Table 1: Gender Particulars of Sample Respondents**

S. No	Gender	No. of the Respondents(percentage)
1.	Female	70 (58.3)
2.	Male	50(41.7)
	<b>Total</b>	<b>120(100.00)</b>

(Figures in parenthesis indicates to percentage total)

**Table 2: Age Particulars of Sample Respondents**

S. No	Age	No. of Respondents (percentage)
1.	18-25 Years	66 (56.4)
2.	25-35 Years	31(26.5)
3.	36-40 Years	11(9.4)
4.	> 45 years	9 (7.7)
	<b>Total</b>	<b>120 (100)</b>

(Figures in parenthesis indicates to percentage to total)

**Table 3: Marital Status of Respondents**

S. No	Marital status	No. of the Respondents(percentage)
1.	Married	38 (31.7)
2.	Unmarried	82 (68.3)
	<b>Total</b>	<b>120(100.00)</b>

(Figures in parenthesis indicates to percentage to total)

**Table 4: Family Type of Respondents**

S. No	Family type	No. of the Respondents(percentage)
1.	Nuclear	77 (65.3)
2.	Joint	41 (68.3)
	<b>Total</b>	<b>120(100.00)</b>

(Figures in parenthesis indicates to percentage to total)

**Table 5: Awareness of the Respondents**

Modernized Traditional Food Products	Female (50)		Male(70)	
	Yes	No	Yes	No
Idly and Dosa mix	48	2	63	7
SivappuKauniPuttumavu	20	30	34	36
Samaidosa ready mix	33	17	45	25
Kuthiraivaliadaidosa mix	29	21	43	27
Cholapaniyaram mix	34	16	39	31
Uluthankanji ready mix	30	20	40	30
Siruthaniya idly podi	32	18	46	24
Navadhanyaparuppu mix	34	16	43	27
Thuthuvalairasampodi	29	21	49	21
Kollusapadupodi	33	17	48	22
Ellu idly podi	34	16	49	21
Kothamallisapadupodi	40	10	51	19
Pirandaisapadupodi	32	18	34	36
Curry leaves sapadupodi	41	9	52	18
Health mix	42	8	51	19
Millet murukku	35	15	49	21
Siruthaniya mixer	28	22	45	25
Lemon pickle	45	5	63	7
Mango pickle	45	5	66	4
Pirandaiurugaithokku	30	20	39	31
Thakkalithokku	43	7	64	6
Puliyodharaithekku	42	8	58	12

**Table 5: Awareness Level of the Respondents**

S.No.	Products	Awareness Level No of Respondents	Level of Awareness in Percentage
1	Idly and Dosa mix	111	6
2	SivappuKauniPuttumavu	54	2.92
4	Samaidosa ready mix	78	4.23
5	Kuthiraivaliadaidosa mix	72	3.89
6	Cholapaniyaram mix	73	3.95
7	Uluthankanji ready mix	70	3.78
8	Siruthaniya idly podi	78	4.22
9	Navadhanyaparuppu mix	77	4.16
10	Thuthuvalairasampodi	78	4.22
11	Kollusapadupodi	81	4.38
12	Ellu idly podi	83	4.49
13	Kothamallisapadupodi	91	4.92
14	Pirandaisapadupodi	66	3.57
15	Curry leaves sapadupodi	93	5.03
16	Health mix	93	5.03
17	Millet murukku	84	4.5
20	Siruthaniya mixer	73	3.95
21	Lemon pickle	108	5.84
22	Mango pickle	111	6
23	Pirandaiurugaithokku	69	3.73
24	Thakkalithokku	107	5.78
25	Puliyodharaithekku	100	5.41
<b>Total</b>		<b>1850</b>	<b>100</b>

**Table 6: Period of Purchase for the Modernized Traditional Foods Products**

S. No	Frequency of Consumption	No. of Respondents	Percentage to Total
1	less than 1 year	65	55.6
2	1-2 years	22	18.8
3	2-3 years	8	6.8
4	more than 3 years	22	18.8
<b>Total</b>		<b>120</b>	<b>100</b>

**Table 7: Frequency of Purchase for the Modernized Traditional Foods Products**

S. No	Frequency of Consumption	No. of Respondents	Percentage to Total
1	Daily	23	19.2
2	Weekly	37	30.8
3	Fortnightly	8	6.7
4	Monthly	14	11.7
5	Occasionally	38	31.7
<b>Total</b>		<b>120</b>	<b>100</b>

**Table 8: Source of Consumption of Modernized Traditional Food Products**

S. No	Frequency of Consumption	No. of Respondents	Percentage to Total
1	Homemade	82	68.3
2	Restaurant	18	15
3	Readymade	20	16.7
<b>Total</b>		<b>120</b>	<b>100</b>

**Table 9: Brand Specific towards Modernized Traditional Food Products**

S.No.	Brand Specific	No of Respondents	Percentage
1	Yes	41	35
2	No	76	65
<b>Total</b>		<b>120</b>	<b>100.00</b>

From the above table the respondents who were brand specific have preferred companies like Sakthi, Aachi, MTR, Aashirvad, Arusuvai,

**Table 10: Source of Information**

S. No	Frequency of Consumption	No. of Respondents	Percentage to Total
1	family members	51	42.9
2	friends and relatives	44	37
3	print media	4	3.4
4	ad by producers	14	11.8
5	ad by retailers	5	4.2
6	department stores	1	0.8
<b>Total</b>		<b>120</b>	<b>100</b>

#### IV. SUGGESTION

Distribution of free sample would increase the sales promotion of instant food products. Most of the respondents have felt that the price of the instant food products is very high and if the products are reasonably priced, sales would shoot up. Television advertisements significantly influence the consumers of instant food products. Hence, more and more TV advertisements will lead to an increase in the sales of products.

## V. CONCLUSIONS

Consumer awareness is a stimulating factor which insists the consumers to buy the products themselves. Consumption of increase of modernized traditional food products is due to increase in urbanization, breaking up of the traditional joint family system, time, convenience, changing lifestyles and increasing level of affluence in the middle-income group. Noodles are found today in the kitchen shelves of every Indian household. All the respondents are aware of various instant food products. The ready availability, and saving of the time are the reasons for consuming instant food products. Food zones and supermarkets are the major source of purchase of instant food products. The consumer's relationship with food and other everyday goods has changed dramatically, not only in the way products are purchased, but also in the way they are consumed.

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